

# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**Fort Polk  
Louisiana**

# BRIEFING OUTLINE

## Fort Polk

### ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

### ▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

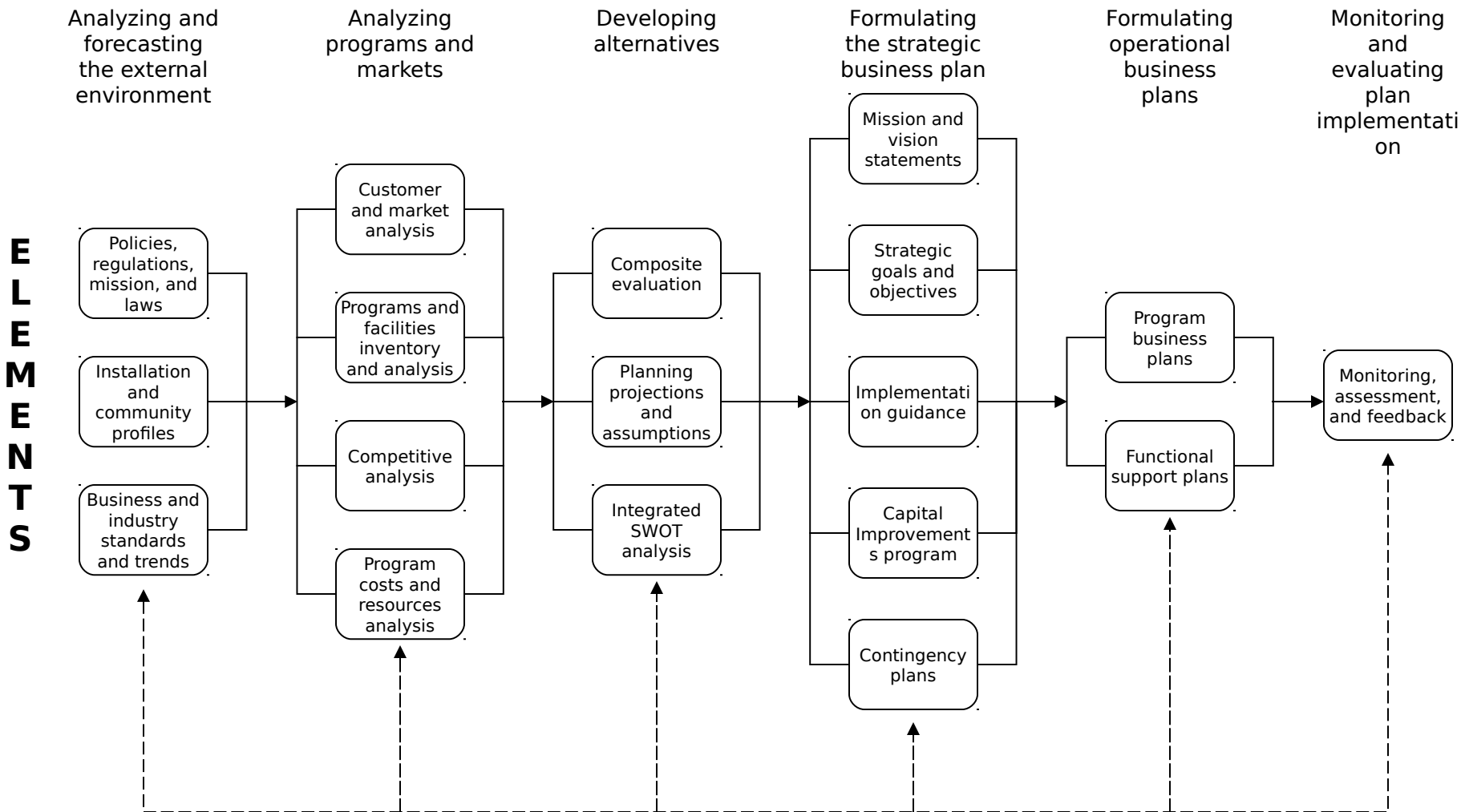
### ▮ **NEXT STEPS**

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS



# METHODOLOGY

## Fort Polk

### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 4,622 surveys were distributed at Fort Polk



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## Fort Polk

### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Polk:					
Active Duty	10,551	1,239	732	59.08 %	±3.49%
Spouses of Active Duty	4,024	1,425	269	18.88 %	±5.77%
Civilian Employees	1,500	932	138	14.81 %	±7.95%
Retirees	1,944	1,026	263	25.63 %	±5.62%
<b>Total</b>	<b>18,019</b>	<b>4,622</b>	<b>1,402</b>	<b>30.33 %</b>	<b>±2.51%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

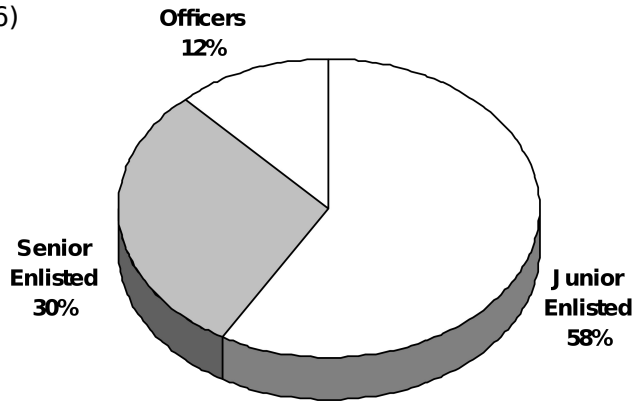
# PATRON SAMPLE\*

Fort Polk

## RESPONDENT POPULATION SEGMENTS

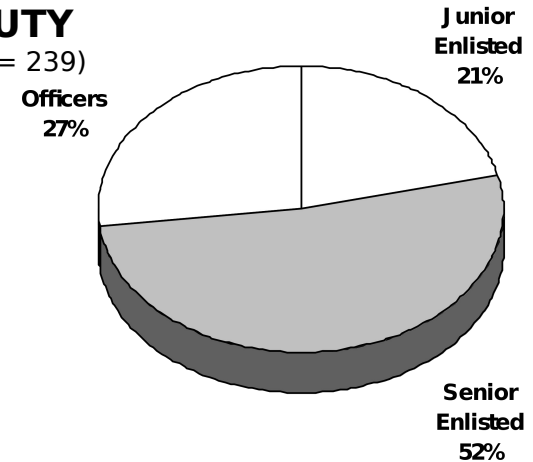
### ACTIVE DUTY

(n = 676)



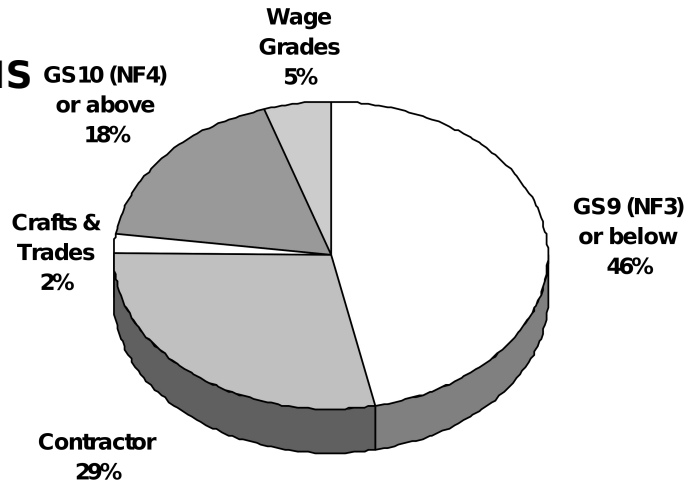
### SPOUSES OF ACTIVE DUTY

(n = 239)



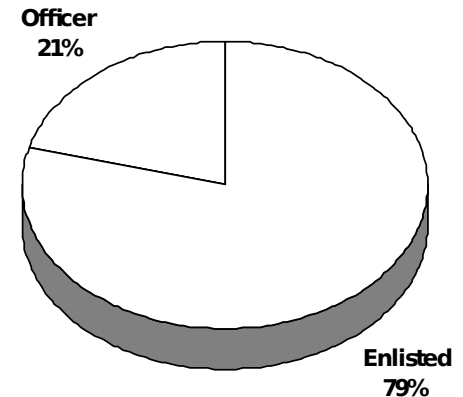
### CIVILIANS

(n = 131)



### RETIREEES

(n = 192)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Fort Polk

## ▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## ▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT FORT POLK

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## **MOST FREQUENTLY USED FACILITIES**

Library	60%
Swimming Pool	44%
Bowling Center	43%
Car Wash	40%
Bowling Food & Beverage	37%

## **LEAST FREQUENTLY USED FACILITIES**

BOSS	8%
Marinas	9%
School Age Services	9%
Youth Center	12%
Child Development Center	13%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT POLK\*

Fort Polk

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Library	4.42
Bowling Center	4.19
Bowling Food & Beverage	4.11
Swimming Pool	4.10
Athletic Fields	4.01

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Golf Course Food & Beverage	3.57
Multipurpose Sports/Tennis Courts	3.66
BOSS	3.67
Golf Course	3.68
Army Lodging	3.70

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FORT POLK\*

Fort Polk

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Library	4.40
Bowling Center	3.99
Swimming Pool	3.97
Bowling Food & Beverage	3.97
Arts & Crafts Center	3.93

## FACILITIES WITH LOWEST QUALITY RATINGS\*

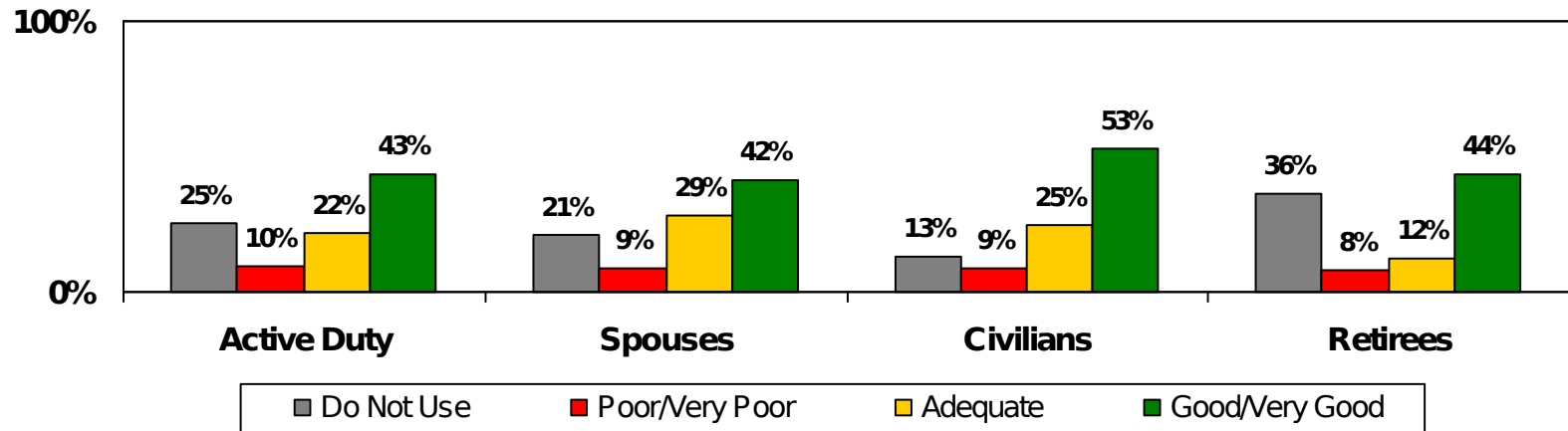
Multipurpose Sports/Tennis Courts	3.45
Car Wash	3.70
Golf Course Food & Beverage	3.71
Army Lodging	3.71
Golf Course	3.73

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

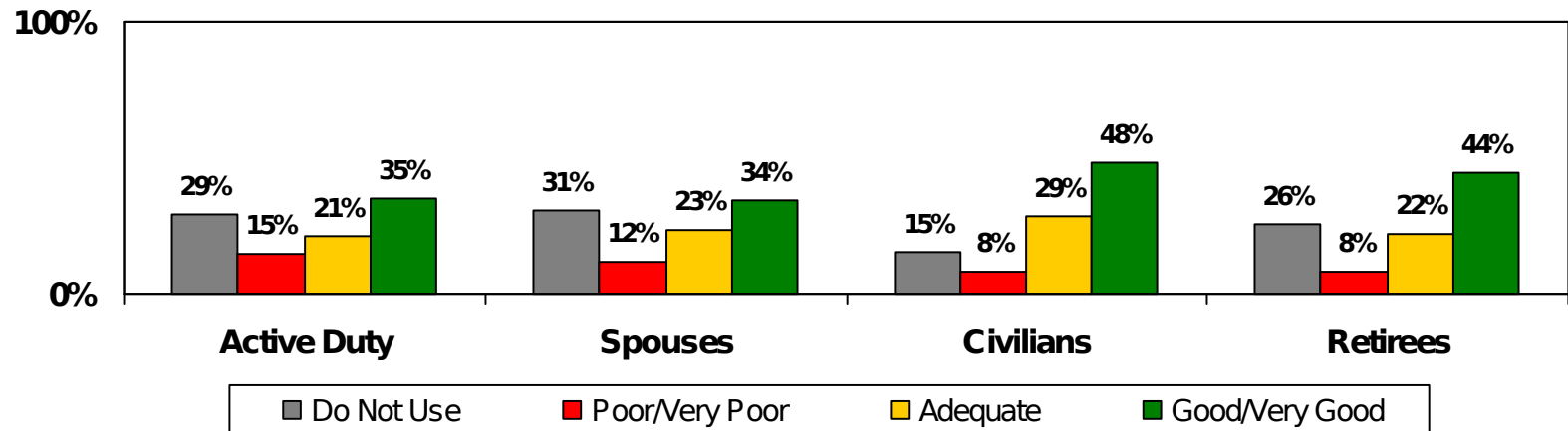
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



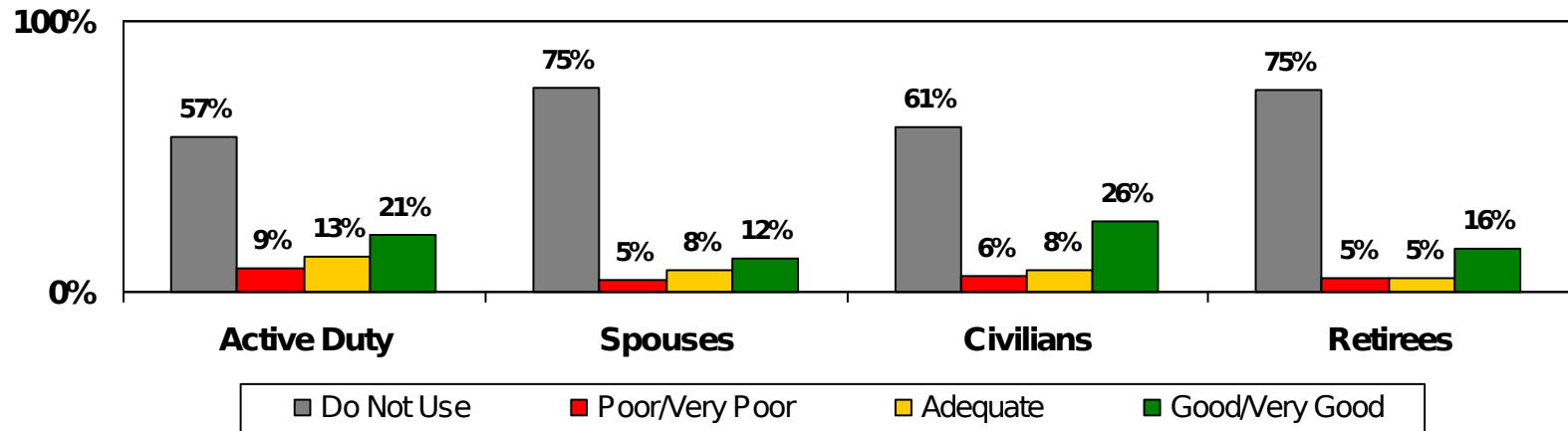
## Quality of Off-Post Services



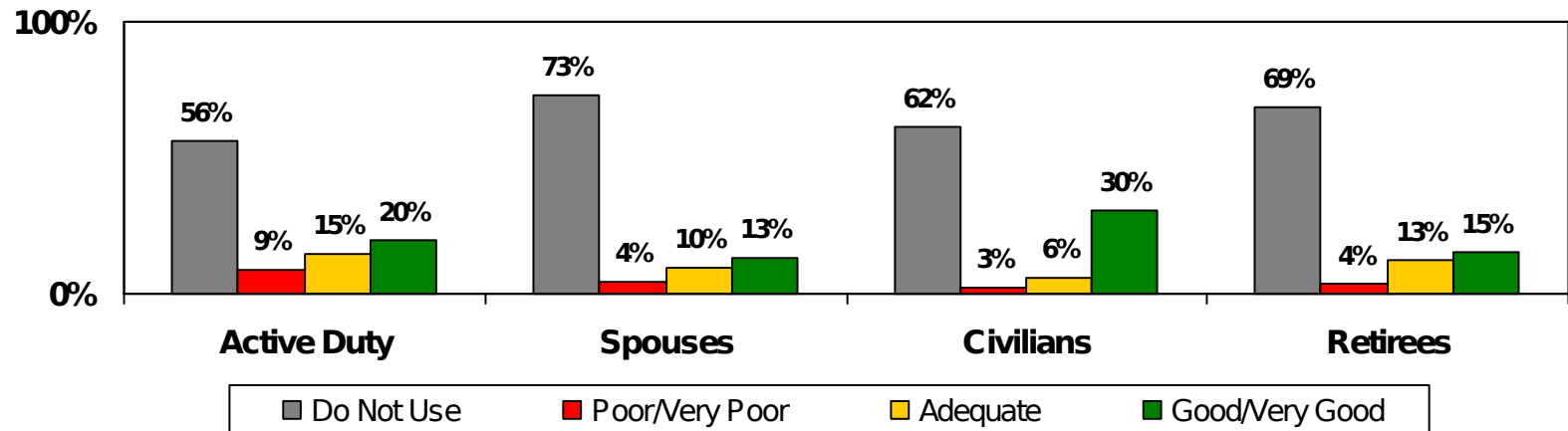
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Polk

## Quality of On-Post Services



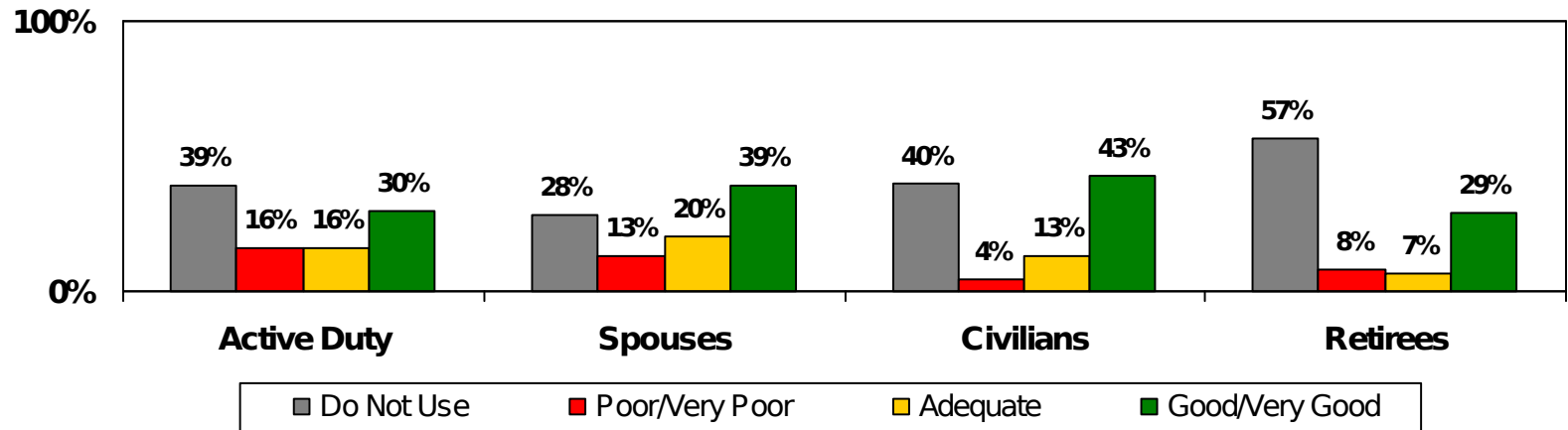
## Quality of Off-Post Services



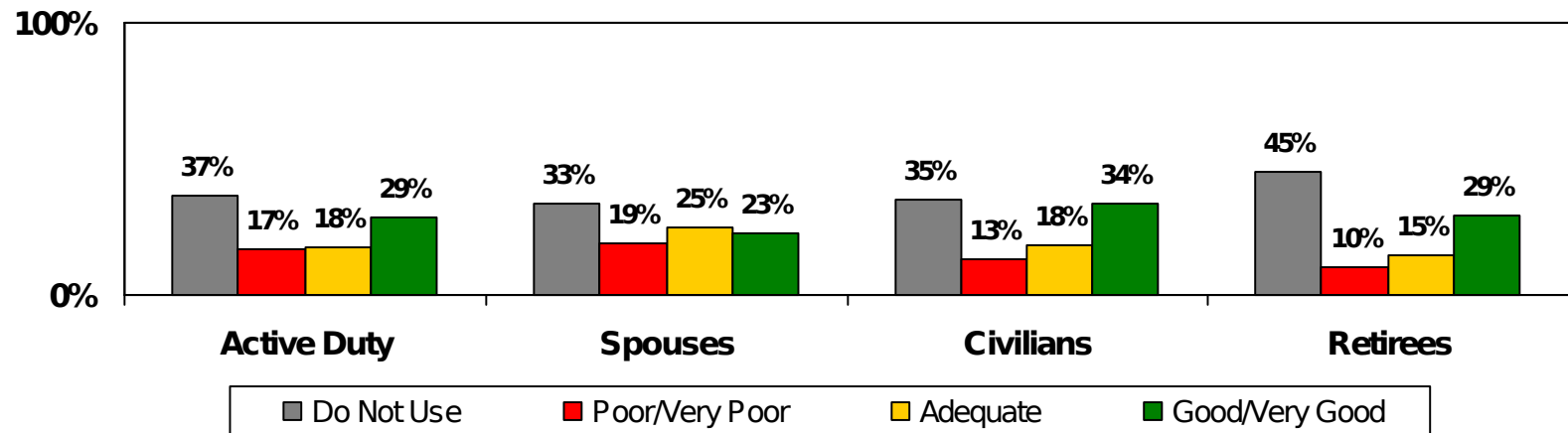
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Polk

## Quality of On-Post Services

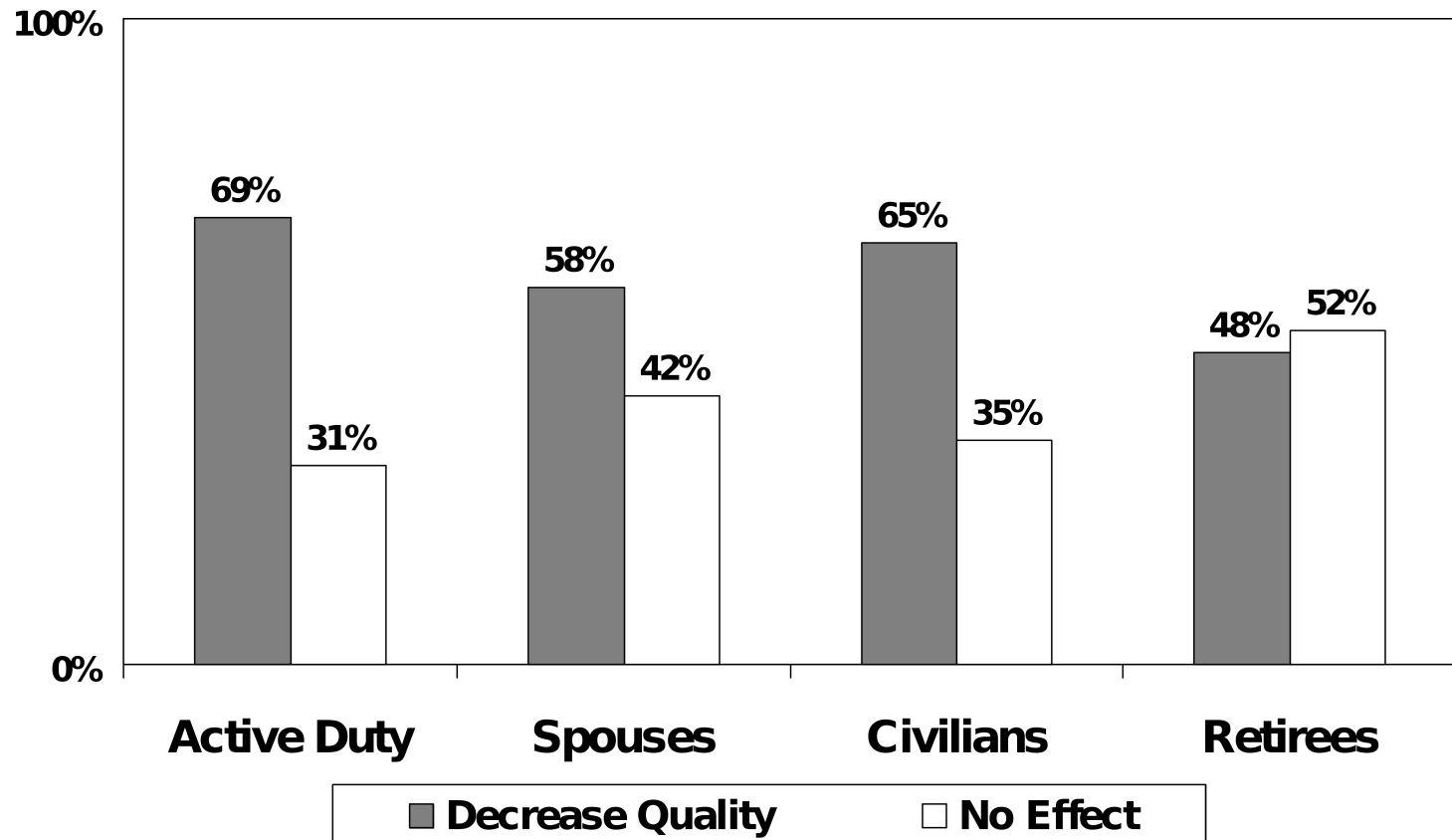


## Quality of Off-Post Services



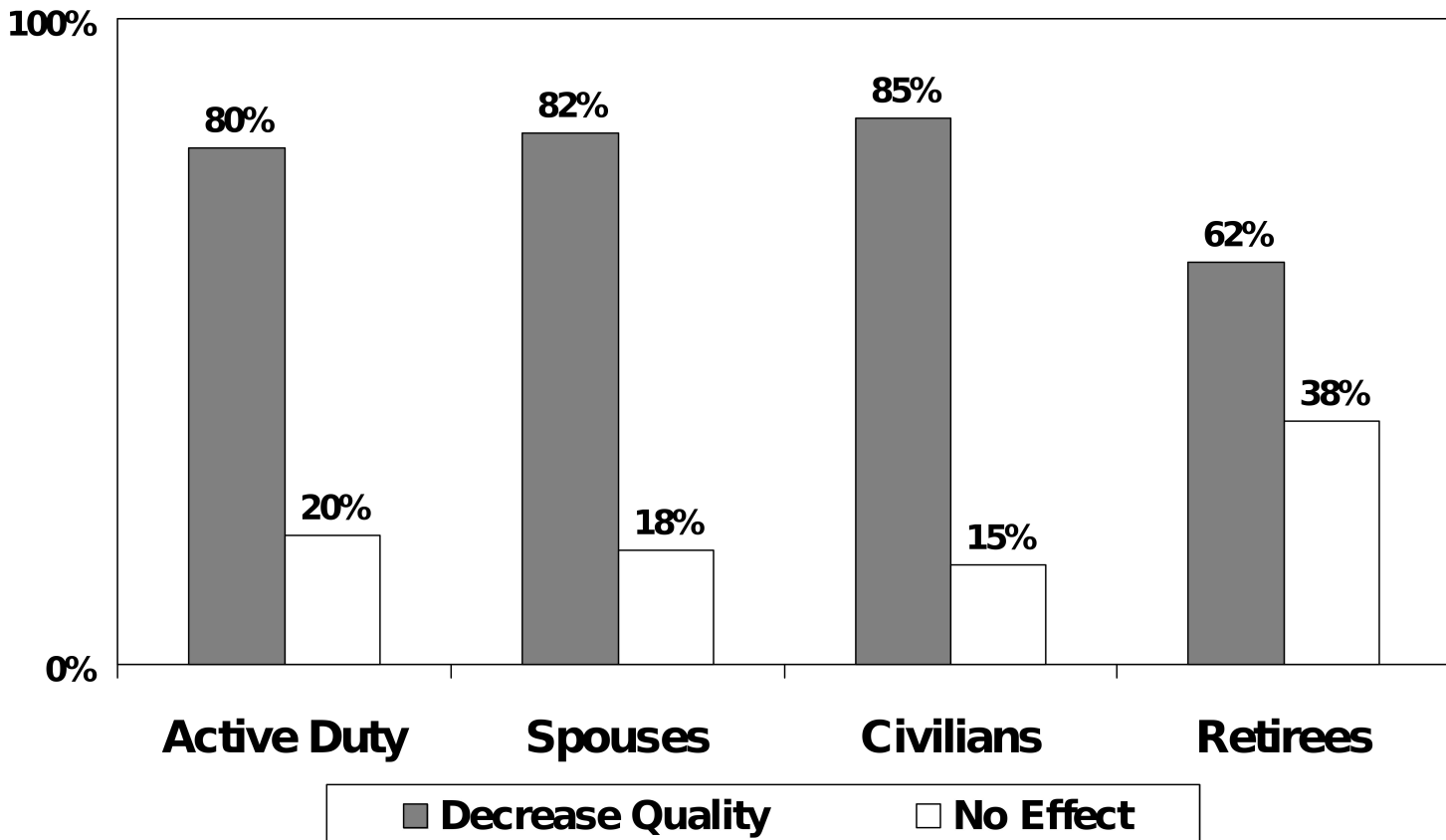
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Library	76%
Fitness Center/Gymnasium	71%
Army Lodging	65%
Swimming Pool	52%
Child Development Center	51%
Youth Center	45%
Athletic Fields	39%

RV Park	67%
Golf Course Pro Shop	54%
Bowling Pro Shop	50%
Golf Course Food & Beverage	48%
Arts & Crafts Center	45%
Clubs	45%
Multipurpose Sports/Tennis Courts	40%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Fort Polk

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	10%	10%	19%	7%	10%
E-mail	13%	10%	<b>40%</b>	12%	14%
Friends and neighbors	27%	<b>45%</b>	32%	<b>31%</b>	32%
Family Readiness Groups (FRGs)	19%	33%	10%	3%	20%
Bulletin boards on post	<b>37%</b>	29%	<b>40%</b>	21%	<b>34%</b>
Post newspaper	<b>38%</b>	<b>77%</b>	<b>72%</b>	<b>65%</b>	<b>52%</b>
MWR publications	16%	20%	34%	17%	18%
Radio	4%	9%	21%	27%	9%
Television	6%	13%	11%	9%	9%
My child(ren) let(s) me know	2%	8%	3%	3%	4%
Other unit members or co-workers	28%	18%	23%	14%	24%
Unit or post commander or supervisor	22%	5%	10%	5%	16%
Marquees/billboards	13%	28%	29%	16%	18%
Flyers	<b>32%</b>	<b>34%</b>	<b>49%</b>	<b>31%</b>	<b>34%</b>
Other	8%	6%	10%	8%	8%
I never hear anything	14%	4%	2%	17%	11%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	76%	83%
Better Opportunities for Single Soldiers	52%	N/A
Army Community Service	51%	53%
MWR Programs and Services	70%	86%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Polk

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	59%	71%	29%
Outreach programs	57%	56%	44%
Family Readiness Groups	76%	77%	23%
Relocation Readiness Program	64%	79%	22%
Family Advocacy Program	68%	72%	28%
Crisis intervention	60%	64%	36%
Money management classes, budgeting assistance	69%	69%	31%
Financial counseling, including tax assistance	68%	73%	27%
Consumer information	50%	60%	40%
Employment Readiness Program	57%	67%	33%
Foster child care	43%	48%	52%
Exceptional Family Member Program	61%	66%	34%
Army Family Team Building	62%	66%	34%
Army Family Action Plan	51%	58%	42%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Polk

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	54%	84%	16%
Outreach programs	57%	78%	23%
Family Readiness Groups	91%	83%	17%
Relocation Readiness Program	80%	90%	10%
Family Advocacy Program	77%	85%	15%
Crisis intervention	57%	77%	23%
Money management classes, budgeting assistance	65%	74%	26%
Financial counseling, including tax assistance	72%	88%	12%
Consumer information	29%	79%	21%
Employment Readiness Program	61%	62%	38%
Foster child care	17%	40%	60%
Exceptional Family Member Program	69%	83%	17%
Army Family Team Building	65%	87%	13%
Army Family Action Plan	48%	83%	17%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	49%	47%
Personal job performance/readiness	51%	46%
Unit cohesion and teamwork	49%	52%
Unit readiness	51%	62%
Relationship with my spouse	48%	42%
Relationship with my children	49%	45%
My family's adjustment to Army life	49%	55%
Family preparedness for deployments	55%	66%
Ability to manage my finances	48%	30%
Feeling that I am part of the military community	46%	51%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	78%	81%
Helps minimize lost duty/work time due to lack of child care/youth services	77%	79%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	65%	48%
Allows me to work outside my home	63%	79%
Allows me to work at home	55%	65%
Offers me an employment opportunity within the CYS program	54%	54%
Allows me/my spouse to better concentrate on my/our job(s)	71%	71%
Provides positive growth and development opportunities for my children	74%	87%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	51%
Personal job performance/readiness	49%
Unit cohesion and teamwork	53%
Unit readiness	52%
Ability to manage my finances	49%
Feeling that I am part of the military community	50%
Relationship with my children (single parents)	52%
My family's adjustment to Army life (single parents)	52%
Family preparedness for deployments (single parents)	52%

\* Positive = moderate, great or very great extent



# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Internet access/applications (home)	48%
Entertaining guests at home	46%
Watching TV, videotapes, and DVDs	46%
Going to movie theaters	40%
Internet access (library)	38%
Reading	38%
Going to beaches/lakes	33%
Special family events	31%
Fishing	30%
Reference/research services	29%

## Top 5 for Spouses of Active Duty

Entertaining guests at home	72%
Internet access/applications (home)	69%
Going to movie theaters	59%
Watching TV, videotapes, and DVDs	53%
Special family events	51%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	67%
Internet access/applications (home)	56%
Entertaining guests at home	53%
Special family events	45%
Going to movie theaters	44%

## Top 5 for Active Duty

Internet access (library)	46%
Watching TV, videotapes, and DVDs	40%
Internet access/applications (home)	37%
Reading	36%
Going to movie theaters	35%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	68%
Internet access/applications (home)	51%
Entertaining guests at home	50%
Gardening	45%
Fishing	43%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Polk

## Team Sports

Basketball	14%
Softball	13%
Touch/flag football	12%
Soccer	7%
Volleyball	6%

## Outdoor Recreation

Going to beaches/lakes	33%
Fishing	30%
Picnicking	22%
Camping/hiking/backpacking	16%
Bicycle riding/mountain biking	14%

## Social

Entertaining guests at home	46%
Special family events	31%
Night clubs/lounges	25%
Dancing	23%
Happy hour/social hour	19%

## Sports and Fitness

Running/jogging	27%
Weight/strength training	27%
Bowling	25%
Cardiovascular equipment	24%
Walking	24%

## Entertainment

Going to movie theaters	40%
Festivals/events	18%
Billiards/game room/video arcades	17%
Card/table games	15%
Attending sports events	15%

## Special Interests

Internet access/applications (home)	48%
Automotive detailing/washing	28%
Gardening	25%
Computer games	24%
Automotive maintenance & repair	21%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	38%	N/A	38%
Reading	38%	N/A	38%
Reference/research services	29%	N/A	29%
Multimedia (videos, DVDs, CDs)	29%	N/A	29%
Watching TV, videotapes, and DVDs	28%	17%	46%
Entertaining guests at home	28%	18%	46%
Study/self-development	27%	N/A	27%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

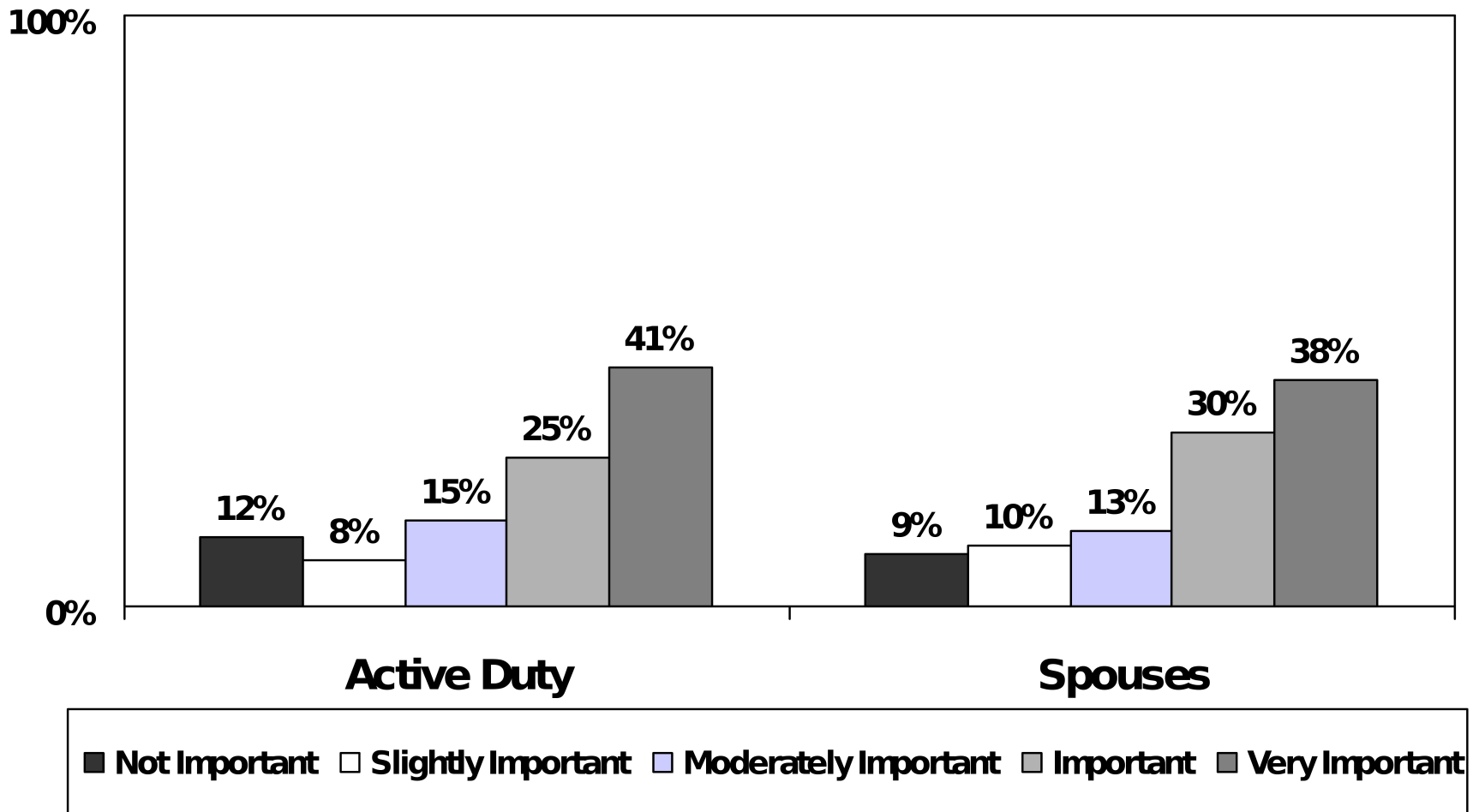
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	10%	2%	36%	48%
Automotive detailing/washing	10%	5%	12%	28%
Gardening	3%	1%	20%	25%
Computer games	4%	1%	19%	24%
Automotive maintenance & repair	7%	6%	8%	21%
Digital photography	3%	3%	14%	20%
Trips/touring	1%	11%	0%	12%

\*Top 7 special interest activity preferences ranked by overall participation.

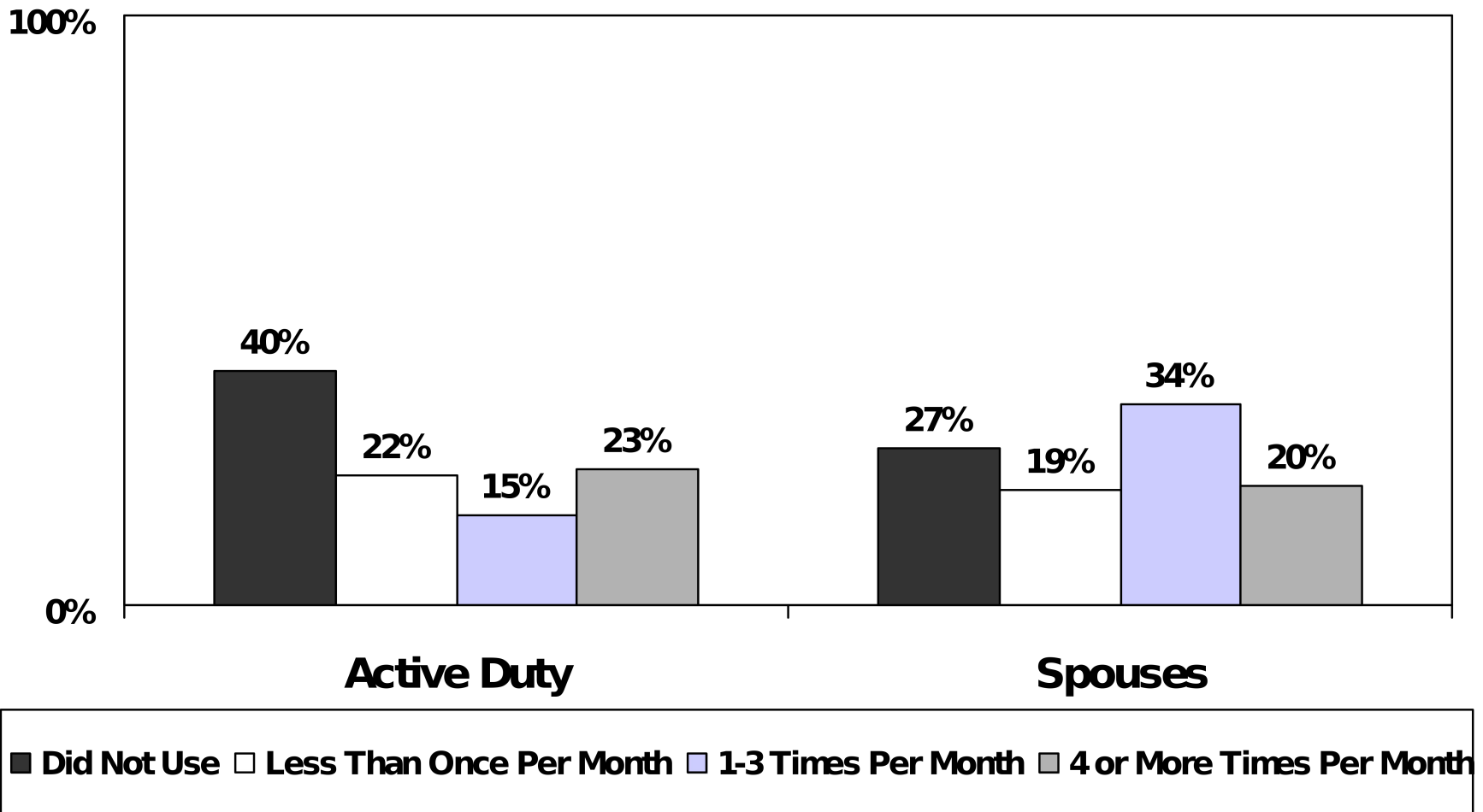
# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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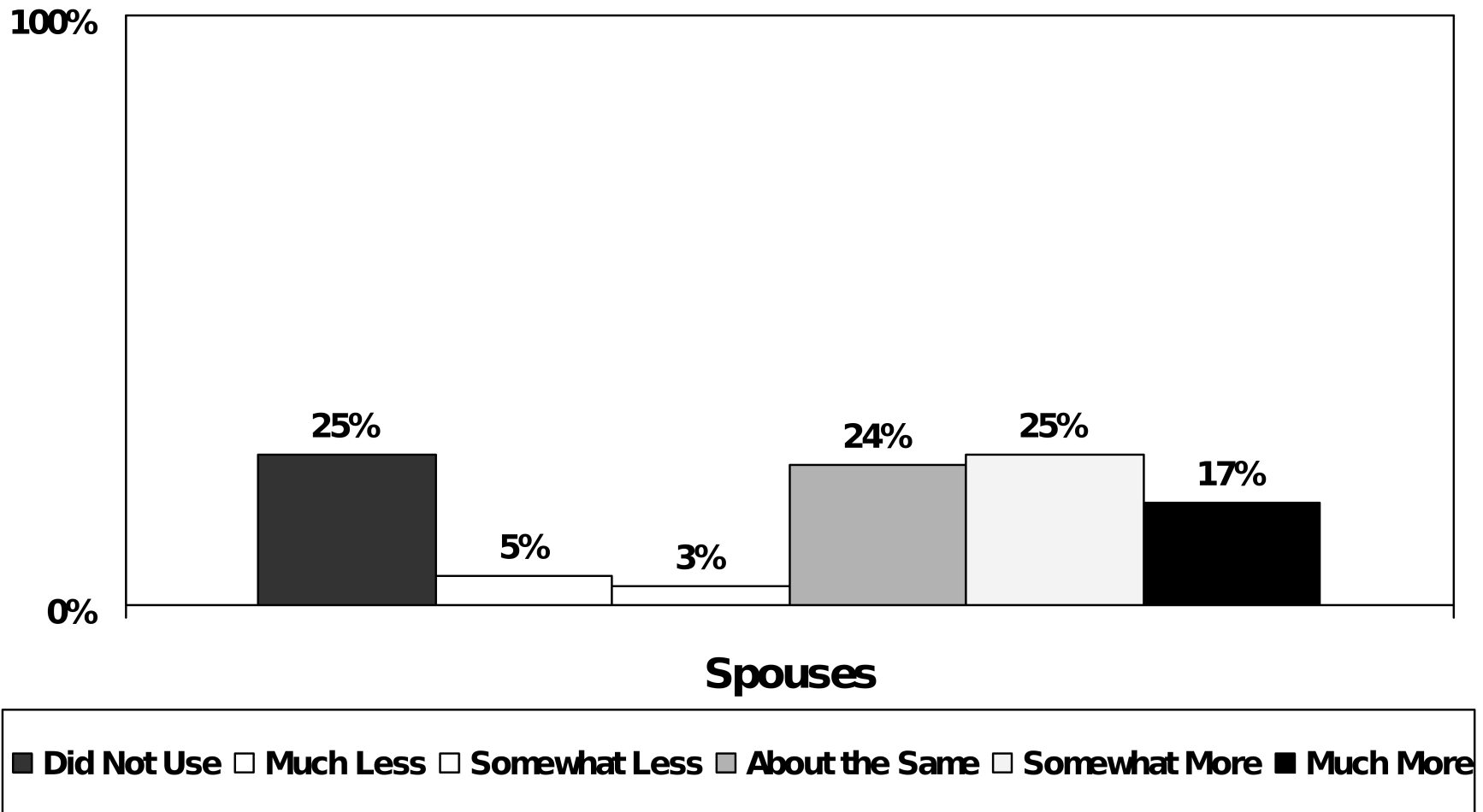
# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	22%
Probably will not make military a career	10%
Undecided	27%
Probably will make military a career	15%
Definitely will make military a career	25%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	9%
Not Sure	24%
Yes	67%



# NEXT STEPS

## Fort Polk

### ▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

### ▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)